

Sport Entrepreneurship

SPRT 3020 SECTION A
FALL 2026

Course Information

Course Instructor: Dr. Vinu Selvaratnam
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Office: MK 7113

Course Time & Days: Tuesdays 2-5pm
Class Location: MK 2055
Office Hours: 1-2pm

Course Overview

Course Description

This course serves as an experiential incubator where students engage directly in the venture creation process by participating in the 2027 NHL/NHLPA Innovation Competition. Rooted in the concept of founder-market fit, the curriculum requires students to conduct a rigorous audit of their unique human capital including academic disciplines, professional expertise, and lived experiences to establish a competitive advantage. Students will analyze the hockey ecosystem to identify specific market frictions, barriers, or untapped opportunities, translating these insights into actionable problem statements and compelling pitches.

Through collaborative feasibility analysis and debate, entrepreneurial teams will validate their assumptions and pivot toward a single, high-potential market gap. The course culminates in the design of a scalable solution architecture (whether a novel business model, product, program, or service) that directly responds to the validated problem. These proposed ventures must demonstrate measurable value creation, driving innovation to make the sport more accessible, inclusive, affordable, sustainable, or commercially relevant for the future.

Course Learning Objectives

By the end of this course, students will be able to:

1. Conduct a resource-based audit of personal academic frameworks, practical tools, and lived experiences to define a unique founder-market fit and entrepreneurial advantage.
2. Apply frameworks to define a specific, tangible market friction, barrier, or untapped opportunity within the NHL ecosystem.
3. Construct and deliver a compelling value proposition pitch to communicate an individually identified market opportunity.
4. Validate peer-generated concepts through critical feasibility analysis and active debate, achieving team consensus on a singular, high-potential venture focus.

5. Architect a feasible and scalable business model, product, service, or plan that directly addresses the validated problem statement.
6. Formulate a value creation strategy that demonstrates how the proposed venture delivers measurable impact, optimizing the sport's accessibility, inclusivity, sustainability, safety, or future relevance.

Communication Guidelines

The main form of communication with you regarding this course will be through email and eClass. Please be sure that you **regularly check your YorkU email address** for announcements about the course.

Students are strongly encouraged to attend office hours (listed on page 1) for questions and personalized assistance with the course. Email communication with Prof. Selvaratnam is permitted; however, please allow 24–48 hours for a response. Emails will only be answered during Monday–Friday business hours. Assignments will not be accepted via email.

After graded assignments are returned, students may email Prof. Selvaratnam to discuss their grade. Please review the Grade Appeal section for guidelines regarding these communications. The same response timelines noted above apply. Email guidelines include:

- Use your official YorkU email account.
 - Include the course code in the subject line.
 - Communicate in a professional manner at all times.
 - Include your full name in the email.
- Emails that are anonymous, unsigned, or disrespectful will be ignored and may be reported.

Students are expected to read and understand the syllabus. Questions answered within the syllabus may receive a brief response such as: *"Please refer to the syllabus."*

Course Evaluations

Assessment	Due Date	Weight %
Assignment 1	Sept 22 nd , 2026	10%
Assignment 2	Sept 29, 2026	10%
Attendance		10%
Final Report	Nov 17, 2026	30%
Final Presentation	Nov 10, Nov 17, 2026	30%
Reflection	Dec 1, 2025	10%
TOTAL		100%

All instructions for assignments will be posted on eClass and discussed in class

Late Work Policy

Assignments are due on the day and time noted in the assignment instructions. 10% will be immediately deducted if assignments are not submitted at the time of the dropbox closing. An additional 10% will be deducted each day (i.e., every 24 hours)—including weekends—until the assignment is submitted. Assignments will not be accepted after five (5) days (including weekends) have passed since the due date.

Academic Consideration for Missed Course Work

If a student is experiencing a personal situation that may warrant an extension, they must communicate their absence through [the reporting tool in eClass](#). Examples of legitimate personal situations that may warrant an extension on an assignment include:

- Incapacitating illness;
- Death in the family;
- Accommodations for religious observances – see YorkU policy below

Examples of UNACCEPTABLE reasons for missing a due date include:

- Vacations;
- Varsity sports practices;
- Work/volunteer schedules;
- Student's forgetfulness or carelessness in planning their schedule;

- Multiple assessments taking place on the same day.

Students may submit two (2) self-reported absence request per 12-week term. Please review York's Academic Consideration for Missed Course Work [here](#).

Missed Tests and Exams

Students are strongly urged not to make any commitments (e.g., travel or vacations) during the examination period as unforeseen circumstances can result in exams being rescheduled. Consequently, students are required to be available for examinations during the examination periods of all terms in which they register.

Please review York University's [deferred standing policy](#) if they believe that they are not able to complete the final exam.

Grade Appeals

Any problems associated with your graded work (grading error, missing graded assignment) **must be brought to the attention of the teaching team (Prof. Selvaratnam and marker/grader) within one week after graded material has been returned**. Otherwise, the teaching team will not be able to negotiate an alternate arrangement with you. Therefore, stay on top of things, monitor your work, and make sure that inform the teaching team immediately if there are problems.

The teaching team will not entertain any end of semester negotiations about grades. However, the teaching team will support you in every way possible during the semester to ensure that you perform to the best of your ability as long as you communicate any difficulties or concerns with the material with the professor. Therefore, it is recommended that you take full advantage of the professor's office hours to ensure your success. Your grade in the course is a direct reflection of your engagement in your own learning process.

How to Use Citations in this Course

This course and the discipline of sport management relies on APA formatting for citations. It is recommended that students acquire the APA manual and/or use the on-campus resources noted below.

APA. (2020). *Publication Manual of the American Psychological Association*, (7th ed.). This is the standard publication manual for APA formatting, and will serve as an excellent resource throughout your studies. It is available at the bookstore and a copy is on reserve at the library.

Resources to help with citations:

- [I need to cite and reference, Learning Commons](#)
- [Drop-in Research Support](#), YorkU Libraries

- [Writing Centre](#)
- [SPARK Student Papers & Academic Research Kit](#)

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

Grade	Grade Point	Percent Range	Description
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Course Schedule

Important Dates

Explore the York University [Academic Calendar](#) to find a list of important dates, such as class start/end dates, drop deadlines, holidays and more.

Weekly Course Schedule

Week	Topic(s)	Readings and Activities
Week 1 Sept 8	- Course Overview - Introduction to the NHL Innovation Competition	
Week 1 Sept 15	In-Class Assignment 1	Assignment due in class
Week 2 Sept 22	In Class-Assignment 2	Assignment due in class
Week 3 Sept 29	Workshop (what is your idea?)	
Week 4 Oct 6	Workshop (why are you the person to bring it forward?)	
Week 5 Oct 13	READING WEEK	
Week 6 Oct 20	Workshop (why are you the person to bring it forward)	
Week 7 Oct 27	Workshop (what is the impact)	
Week 8 Nov 3	Guest lecture	
Week 9 Nov 10	Final Presentation	
Week 10 Nov 17	Final Presentation	Final Report due
Week 11 Nov 24	Guest lecture	

Week	Topic(s)	Readings and Activities
Week 12 Dec 1	• Guest lecture • Reflection Paper due in class	
Week 13 Dec 8	• Guest lecture	

*Please note that the course schedule is subject to change at the discretion of the instructor.

****All students are responsible for accessing any additional reading content noted by the professor through the library unless otherwise directed.**

Course Policies

Please review the course policies in this section. All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Academic Integrity

Academic integrity is a fundamental and important value of York University. As a York student, you are responsible for understanding and upholding academic integrity by completing your own work. Connect with reliable [on-campus resources](#) that can support your work in ways that uphold academic honesty values of honesty, trust, fairness, responsibility, and courage. To better understand the serious consequences of breaching academic honesty policies, familiarize yourself with the [Academic Conduct Policy and Procedures](#). You can learn more about upholding academic integrity in your courses by exploring the [Guiding Principles for LA&PS](#) webpage.

Generative Artificial Intelligence (GenAI)

Students are NOT permitted to use generative artificial intelligence (AI) in this course. Submitting any work created (in whole or part) through the use of generative AI tools will be considered a violation of York University's [Senate Policy on Academic Honesty](#). Using AI apps such as ChatGPT, GPT-3, DALL-E, translation software among others to complete academic work **without your instructor's knowledge or permission**, is considered to be a breach of

academic honesty. For more information, please review [AI Technology & Academic Integrity: Information for Students](#).

If you're not sure whether using an AI app for your academic work is acceptable, it is recommended that you:

- Carefully review the guidelines for your assessments
- Check for any messages from your instructor on eClass
- Ask your instructor or TA if they are permitting the use of these tools

Accessibility

York University is committed to creating a learning environment which provides equal opportunity to all members of its community. If you anticipate or experience any barriers to learning in this course, please discuss your concerns with your instructor as early as possible. For students with disabilities, contact [Student Accessibility Services](#) to coordinate academic accommodations and services. Accommodations will be communicated to Course Directors through a Letter of Accommodation (LOA). Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this particular course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), [Academic Integrity](#), and/or legal consequences for copyright violations.

Student Support and Resources

York University offers a wide range of student supports resources and services, including everything from writing workshops and peer mentorship to wellness support and career guidance. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [Centre for Indigenous Student Services](#) offers a community space with academic, spiritual, cultural, and physical support, including writing and learning skills programs.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [Peer Mentorship](#) helps students transition through their first year by connecting them with upper-year students. The mentors can help find supports and resources. They also lead a community hub on campus.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

Technology & Communication Support

Several platforms will be used in this course (e.g., eClass, Zoom, etc.) where students will interact with the course materials and each other.

Here are some useful links for computing information, resources, and help:

- [Student Guide to eClass](#)

- [Zoom@YorkU Best Practices](#)
- [Zoom@YorkU User Reference Guide](#)
- [eLearning Getting Started \(LA&PS eServices\)](#)
- [Student Guide to Remote and Online Learning](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run. If you need technical assistance, please consult the [University Information Technology \(UIT\) Student Services](#) web page or write to askit@yorku.ca.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).